

DEFENDING YOUR PRIVACY

Your private life may not be so private. Computers that you never knew existed are part of an invisible network assembling data about you that you might prefer to keep private. There are ways you can protect yourself from the marketers who use information from your driver's license and other public sources to cross-reference and compile detailed buying profiles.

One way to fight back is to get your name removed from national advertising lists. To do so, send your name and address with a written request to remove your name to:

**DMA Mail Preference Service
PO Box 9008
Farmingdale NY 11735-9008**

To get fewer telephone solicitations, send your name, address, and telephone number with your written request to:

**DMA Telephone Preference Service
PO Box 9014
Farmingdale NY 11735-9014**

To restrict the rental or exchange of your name, ask firms with which you do business to keep your personal information private.

It is not only the amount of private information being collected that might be of concern but also the amount of inaccurate data.

You may want to check the accuracy of the information about you that exists in various computer data banks. You may write to the following and request a free copy of your file:

**Medical Information Bureau
PO Box 105
Essex Stations
Boston MA 02112
Phone: (617) 426-3660**

(The Medical Information Bureau is a data bank for insurance companies with medical information on millions of Americans.)

**Equifax
PO Box 105873
Atlanta GA 30348-0241
Phone: (800) 685-1111**

**Experian
PO Box 2104
Allen TX 75013-2104
Phone: (888) 397-3742**

-- and --

**Trans-Union National
Consumer Disclosure Center
PO Box 390
Springfield PA 19064-0390**

Phone: (800) 916-8800

(These three major credit bureaus compile people's credit histories to help employers, lenders, and others assess credit worthiness.)

Privacy is a right we want to protect. The information age is challenging this right, and consumers should be aware of the safeguards that do exist.